

Agile Project Brief: EFL2800 - Ultra Maneuverable Forklift Project



USP:

“The EFL2800 is the most agile solution available to optimize valuable floor space without compromising confidence and durability”

Targets

- **Launch:** FCS – 3/23
- **Price:** \$12,000 (~\$20K to end)
- **Cost:** \$7,200

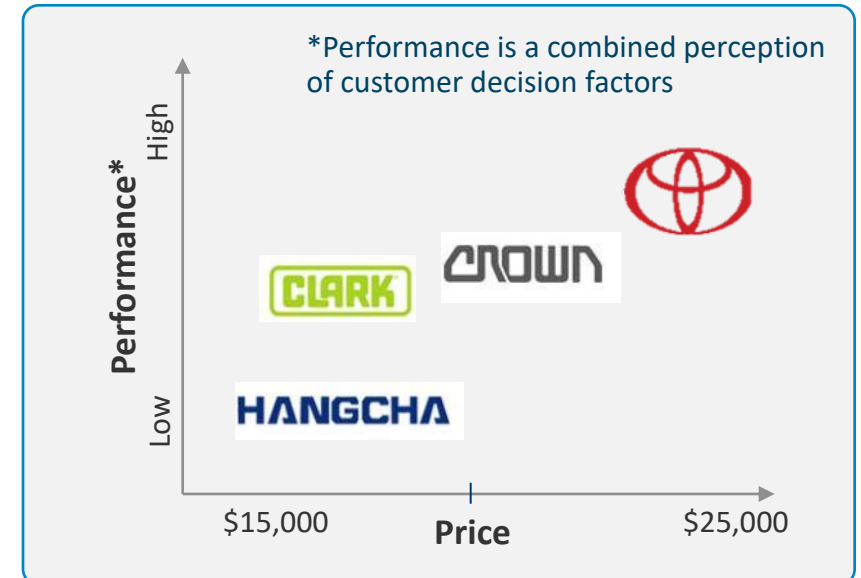
Target Customer

- Warehouse operators: Complex inventory, crowded aisles, time is money, tough bosses
- Owners: Optimize floorspace, ecommerce, high-volume inventory

Decision Factors

- 1 Maneuverability**
Seeks optimal ability to move and operate in tight spaces
- 2 Productivity**
Speed and acceleration to quickly perform tasks
- 3 Stability**
Ability to maintain control under wide range of loading conditions
- 4 Durability**
Provide long-lasting, proven low-cost service with minimal maintenance

EFL2800 Target Market Position



Expected Areas for Innovation

- Four-wheel steering with in-place rotation
- Environment recognition and guidance
- Enhanced operator control for speed and accuracy